

**Information and Instructions for Survey of State and Regional Promotion Program 2005
Expenditures on Dairy Products For The Annual Report to Congress on
The National Dairy Promotion and Research Program**

The Dairy Production Stabilization Act of 1983, which authorized the National Dairy Promotion and Research Program and established the criteria for qualifying State and regional programs to receive up to 10 cents of the 15-cent assessment, directs the Secretary of Agriculture to provide to Congress annually an independent analysis of the effectiveness of the program. Over the past few years, the Cornell Commodity Promotion and Research Program conducted these annual independent analyses. Due to lack of historical data, most of the previous work has focused primarily on the evaluation of the national dairy advertising programs for fluid milk and cheese. Quarterly advertising expenditures at the national level were used to reflect major marketing activities for the total dairy promotion program.

To better account for all demand-enhancing activities, we are requesting certain information and expenditure data on both advertising and non-advertising promotion financed by the producer promotion program. Last year we collected such quarterly data for 2004. We are now asking for quarterly data for 2005.

The enclosed survey form Sur-COR-05 (Attachment C) asks for expenditure information from your State or regional program directed to the promotion of dairy products. The survey form is unchanged from previous years and is broken out by fluid milk, cheese, 3-A-Day, and all other dairy product categories and requests quarterly expenditure data on advertising and non-advertising promotion activities. Recognizing that the national “3-A-Day” campaign is a major “multi-product promotion” program, we include a separate section of the survey form for this activity. For other multi-product marketing, please put them in the “all other dairy products” category.

Advertising expenditures for television, print, and radio should be combined, and any production costs should be included. Non-advertising demand-enhancing expenditures mean non-media based strategies aimed at selling more dairy products, such as public relations, retail and food service promotions, and nutritional education programs. Expenditures should be reported based on when the events/activities occurred rather than when payment was made to reflect when consumers were exposed to the promotion activity.

Please fill out the survey to the fullest extent possible. If some lines are combined, please indicate. From an analytical perspective, the more detail we can acquire—the better we will be able to estimate the benefits of those activities.

The information that you provide will be kept confidential and will be incorporated with national level data provided by Dairy Management Inc., for analytical purposes. Your State or regional program is an important part of the total national effort and affects demand and price levels both locally and nationally. Incorporating specific State and national level promotion activities are important to evaluate the total benefits these programs have for the nation’s dairy producers. Also, separating promotion into its advertising and non-advertising activities will give program managers better information as to the value of those activities.